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## ORDER

Print Date 08/06/12

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Flight Dates 10/27/12-11/05/12

Contract / Revision 304474 /

Original Date / Revision  
07/12/12 07/12/12

Advertiser Dewine / Republican / Court

Agency SRCP Media

Buying Contact

201 N Union Street - Suite 200  
Alexandria, VA 22314

Product

Candidate. Pat DeWine for Court o

Agency Com 15%

Billing Contact

201 N Union Street - Suite 200  
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 151 - 10 Days

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	4	\$1,657.50	\$1,950.00	0.00	10/01/12	10/28/12	4	\$1,657.50	\$1,950.00
November 2012	47	\$23,205.00	\$27,300.00	0.00	10/29/12	11/05/12	47	\$23,205.00	\$27,300.00
Totals	51	\$24,862.50	\$29,250.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	10/27/12	11/05/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	2	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		2				\$150.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$150.00		0.00			
N 2	WCPO	10/27/12	11/05/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$400.00		0.00			



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Hiatus Dates

Original Date / Revision 07/12/12/ 07/12/12

Order Sep 00:20:00

Advertiser **Dewine / Republican / Cour** Product **Candidate. Pat DeWine for** Estimate # **151 - 10 Days**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WCPO	10/27/12	11/05/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$400.00		0.00						
N 3	WCPO	10/27/12	11/05/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	MTWTF--	5		\$400.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$400.00		0.00						
N 4	WCPO	10/27/12	11/05/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	:30	2	\$300.00	P-3	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	MTWTF--	2		\$300.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$300.00		0.00						
N 5	WCPO	10/27/12	11/05/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	3	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	MTWTF--	3		\$500.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$500.00		0.00						
N 6	WCPO	10/27/12	11/05/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	4	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	MTWTF--	4		\$1,000.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$1,000.00		0.00						
N 7	WCPO	10/27/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	5	\$1,000.00	P-3	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	MTWTF--	5		\$1,000.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$1,000.00		0.00						
N 8	WCPO	10/27/12	11/05/12	M-F 730-8p The List	CM	M-F 730-8p	MTWTF--	:30	2	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	MTWTF--	2		\$500.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$500.00		0.00						
N 9	WCPO	10/27/12	11/05/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	4	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$900.00		0.00						
Week:		10/29/12	11/04/12	MTWTF-S	4		\$900.00		0.00						
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00						
N 10	WCPO	10/27/12	11/05/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	3	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	MTWTF--	3		\$500.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$500.00		0.00						
N 11	WCPO	10/27/12	11/05/12		CM	8-9a	-----S-	:30	1	\$375.00	P-3	0.00	NM	2	\$750.00



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Hiatus Dates

Original Date / Revision 07/12/12/ 07/12/12

Order Sep 00:20:00

Advertiser **Dewine / Republican / Cour** Product **Candidate. Pat DeWine for** Estimate # **151 - 10 Days**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				SA GMTS 8-9a											
				SA GMTS 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$375.00		0.00			
		Week: 10/29/12	11/04/12	-----S-					1	\$375.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N12	WCPO	10/27/12	11/05/12	SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$300.00	P-3	0.00	NM	2	\$600.00
				SU GMA 7-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$300.00		0.00			
		Week: 10/29/12	11/04/12	-----S					1	\$300.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N13	WCPO	10/27/12	11/05/12	SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$375.00	P-3	0.00	NM	2	\$750.00
				SU GMTS 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$375.00		0.00			
		Week: 10/29/12	11/04/12	-----S					1	\$375.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
													Totals	51	\$29,250.00